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BCStats

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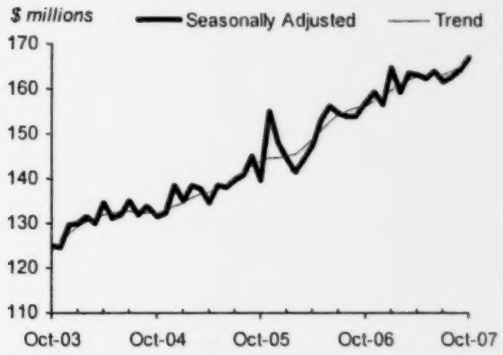
Room Revenue

Provincial room revenues were up 1.6% to approximately $167 million in October, the highest month-over-month growth since March. Most regions experienced gains, including Cariboo (+8.2%), Kootenay (+3.5%), Mainland/Southwest (+2.9%), Nechako (+1.9%) and North Coast (+1.0%). Growth in Thompson/Okanagan (+0.1%) was relatively flat, while Northeast (-3.7%) and Vancouver Island/Coast (-1.5%) saw a drop in receipts.

Room revenues up for the third straight month in October



Returns at the province's hotels continued to increase (+1.8%) in October, driven mainly by growth at large (151-250 rooms; +3.8%) and very large (251+ rooms; +1.7%) hotels. Motels also experienced higher revenues (+1.8%) following a drop in business in September. However, other accommodations, including vacation rentals and fishing lodges, recorded a 2.2% decline.

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Oct 07 ($000)	Sep 07 ($000)	% change
Total	166,932	164,267	+1.6
Hotels	125,429	123,195	+1.8
Motels	19,941	19,594	+1.8
Other Accommodations	22,148	22,637	-2.2
Regions (Top 3 performers)			
Cariboo	5,293	4,890	+8.2
Kootenay	8,349	8,066	+3.5
Mainland/Southwest	89,974	87,408	+2.9

Visitor Entries

Total visitor entries to Canada via BC inched down (-0.6%) in October, ending a two-month-long upturn. However, entries from the US continued to move up (+0.8%), as more overnight visitors (+2.5%) offset a reduction in the number of Americans on same-day trips (-2.5%).

Visitor volume from overseas countries fell sharply (-5.4%) due to a significant drop in entries from Europe (-8.0%) and Asia (-7.6%). However, entries from Oceania (+2.6%) increased for the third consecutive month.

The number of Canadians returning home via BC climbed 8.4% in October. There was a surge (+14.6%) in same-day trips to the US, while the number of travellers returning home from trips overseas fell (-0.5%).

Visitor entries dipped in October

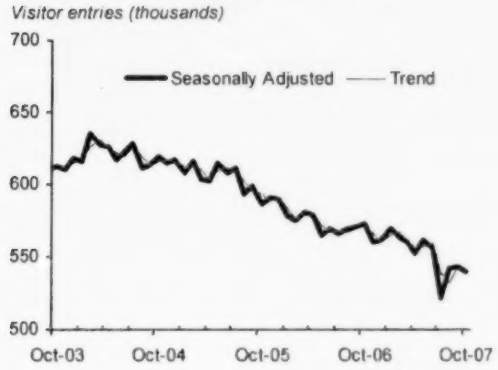


Table 2. Traveller Entries
(seasonally adjusted)

	Oct-07 ('000)	Sep-07 ('000)	% chg from Sep-07
American visitors			
Total	419	416	0.8
Same-day	135	139	-2.5
Overnight	284	277	2.5
Overseas visitors			
Total	120	127	-5.4
Europe	41	45	-8.0
UK	21	23	-6.6
Asia	54	59	-7.6
Japan	16	16	-5.3
Taiwan	5	6	-18.7
Oceania	15	15	2.6

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

BC's hotel occupancy rate rose 0.5 percentage points to 67.8% in October. The average provincial room rate ($132.10) advanced 1.4%, the highest month-over-month growth since January.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Oct-07	Change from Sep-07
Hotel Industry		
Occupancy rate (%)	67.8	0.5 pp.
Average room charge ($)	132.10	1.4
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,466	-0.2
US (trans-border)	361	-0.1
Other International	338	-2.3
Canada (domestic)	767	0.6
(YVR)		
Victoria International Airport		
Total traffic	128	1.8
(Victoria Airport Authority)		
Food Services Receipts	**($ millions)**	**(%)**
All establishments	651	1.8
Food service	611	1.9
Drinking places	44	4.5
(Statistics Canada & BC Stats)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	233	1.1
(Ministry of Transportation)		
BC Ferries		
Vehicle Volume	713	-0.9
Passenger Volume	1,797	-1.1
(BC Ferries)		
Exchange Rates	**Cdn $**	
US $	1.025	+0.05
UK Pound	0.501	+0.02
Japanese Yen	118.765	+6.61
Australian $	1.140	-0.01
(Statistics Canada)		

Note: pp. percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

Passenger volume at the Vancouver airport was down slightly (-0.2%) in October, while the number of travellers through the Victoria airport increased (+1.8%). BC Ferries experienced a drop in passenger (-1.1%) and vehicle (-0.9%) traffic, while

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more passenger vehicles (+1.1%) travelled on the Coquihalla Highway.

In October, BC's food services and drinking places industry recorded an increase in receipts (+1.8%, *seasonally adjusted*), as sales at drinking places (+4.5%) and food service establishments (+1.9%) were higher.

A look ahead—November 2007

Early returns show that provincial room revenues advanced for the fourth consecutive month in November, inching up 0.3%. Although Kootenay (+5.1%), Thompson/Okanagan (+3.9%) and Cariboo (+3.6%) recorded substantial gains, a drop in Mainland/Southwest (-1.4%) counteracted most of the increases. Nechako (+0.8%), Vancouver Island/Coast (+0.5%) and Northeast (+0.2%) experienced marginal growth, while revenues in North Coast were down (-1.9%).

Receipts at hotels fell 1.3% in Nov. mber, ending a three-month-long upturn. Most hotels recorded decreases, including large (151-250 rooms; -3.2%), very large (251+ rooms; -2.0%) and small (1-75 rooms; -0.7%) hotels. Mid-sized hotels (76-150 rooms; +0.3%) experienced modest gains, while returns at motels (+0.9%) and fishing lodges, bed and breakfasts, and other types of accommodation (+6.1%) also improved. However, growth at vacation rentals (-3.0%) continued on a downward trend.

Visitor entries to the province were up (+1.1%) in November, driven by a substantial increase in visitation from overseas countries (+4.2%). Entries from Oceania (+8.0%) and Asia (+6.6%) surged, while the number of visitors from Europe declined 1.9%. US entries inched up (+0.1%) as more same-day visits (+2.5%) offset a decline in overnight entries (-1.0%).

Both the Vancouver (+4.1%) and Victoria (+0.9%) airports were busier in November, and BC Ferries recorded an increase in passenger (+2.1%) and vehicle (+1.7%) volume. In addition, the number of passenger vehicles travelling on the Coquihalla Highway was also higher (+6.7%).

About preliminary numbers

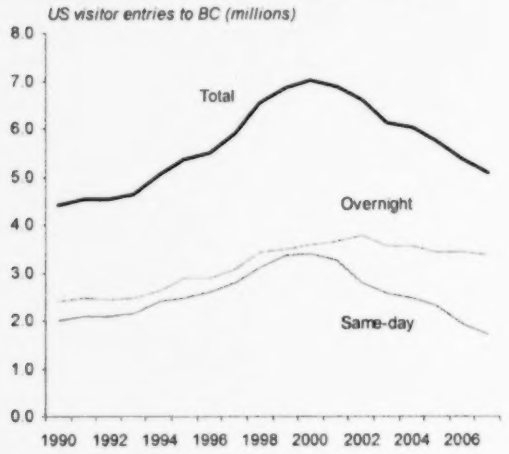
Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Why Have US Entries to the North Gone South?

The number of Americans entering BC has been steadily declining since the turn of the century. In 2006, approximately 5.4 million US entries were recorded, a 23.2% decline relative to 2000 levels (7.0 million). Over this period, the number of US visitors on same-day trips to BC was nearly halved, dropping from 3.4 million to 1.9 million (-42.9%). Overnight entries also fell (-4.5%) from 2000 to 2006.

Total and same-day visits from the US have fallen significantly since 2000



Data Source: Statistics Canada

What factors have contributed to the recent downward trend in US entries? The exchange rate is arguably one of the most important factors. Recently, the Canadian dollar appreciated to record-high levels, and reached parity with the US dollar in October 2007 for the first time in more than three decades.

There is some evidence to suggest that US entries to BC and the exchange rate are negatively correlated. From January 2002 to November 2007, the value of the Canadian dollar (US$/CDN$) increased from 0.625 to 1.034 (+65.5%). During the same period, the number of same-day visits by Americans slumped 41.6% and overnight entries declined 15.2%. Overall, total US entries fell 27.0%.

US$/CDN$ exchange rate vs. US entries

Data Source: Statistics Canada & BC Stats

There are other economic factors that could also explain the decline in US entries. For example, fuel, air travel and accommodation are significant components of travel costs. The appreciation of the Canadian dollar, together with the rising cost of gasoline, increasing airfares and higher room rates may be working together to reduce American entries. The extent to which travel from the US has been affected by these developments can be assessed using regression analysis to determine the statistical relationship between US entries and a number of possible explanatory variables.

Regression Analysis

Linear regression models were used to estimate the relationship between the number of US entries to BC (same-day and overnight modelled separately) and the following explanatory variables:

- US$/CDN$ exchange rate;
- US per capita disposable personal income;
- the airline fare component of the US Consumer Price Index (CPI);
- US gas prices;
- the BC average hotel room rate;
- 9/11; and
- SARS.

The variables were based on monthly time-series data covering the January 1990 to November 2007 period. Dummy variables were included in the models to account for the decline in entries observed after the September 11th terrorist attacks and the SARS outbreak.

Although increased wait times at the border and changes to passport requirements are also potential barriers to travel between Canada and the US, these are difficult to assess given the lack of quantitative data available. Therefore, the variables were restricted to those that could be defined using existing data sets and considered the most significant determinants of US entries based on previous research completed by BC Stats.[1]

The results indicate that the variables included in the analysis explain 88% of the variation in the number of US same-day entries, and 92% of the variation in the number of overnight trips. In other words, the reduction in the number of US entries to BC can be mostly attributed to these factors.

Exchange Rate

Since reaching an all-time low of US$0.625 in January 2002, the Canadian dollar has continued to appreciate, reaching its highest level in more than 33 years in November 2007 (US$1.034). With an appreciating Canadian dollar, travel to and within BC becomes relatively more expensive for US visitors.

After controlling for the other explanatory variables, the regression results indicate that if the Canadian dollar appreciates by one cent relative to the US greenback, the number of same-day and overnight visitors would fall by 3,198 and 1,789 every month, respectively.

Disposable Income

To determine if income has an effect on the number of American entries, US per capita disposable personal income was included in each model. It is expected that the higher an individual's disposable income, the more likely he/she will spend a portion of this on discretionary expenditures such as travel. Therefore, an increase in personal disposable income should encourage more Americans to travel to BC.

The results confirm the expectation that disposable income is positively related to the number of US entries. Specifically, if average US per capita disposable income increases by $100, an additional 803 same-day and 876 overnight US entries to BC would be recorded every month.

[1] For example, see What Drives US Visitors Away? in *Tourism Sector Monitor* Issue 05-07.

A rising disposable income encourages more Americans to travel to BC

Data Source: Bureau of Economic Analysis, US Department of Commerce

With the exception of the 2001-2004 period, US airfares have trended up since 1990

Data Source: Bureau of Labor Statistics, US Department of Labor

Airfare

Another significant component of total travel costs is airfare, which was measured using the airline fare component of the US CPI. After falling from 2001 to 2004 (-5.1%), airfares in the US rebounded in 2005 (+4.1%) and 2006 (+4.5%). Economic theory suggests that an increase in the price of airline tickets will lead to a decrease in the number of Canadian trips demanded by US travellers (a negative relationship). On the other hand, US travellers may substitute an overseas trip with a visit to their northern neighbour if the price of travel to Canada is relatively less expensive (a positive relationship).

For the overnight regression model, the airfare variable was negative and statistically significant. All else being equal, a one point increase in the airline fare component of the US CPI would prevent 173 overnight visitors from flying to BC every month. The fact that airline fare does not have a statistically significant impact on the number of US same-day entries is not a surprising result, since most enter the province by vehicle (83% on average during 1990 to 2006) and are therefore not impacted by changes in airfare.

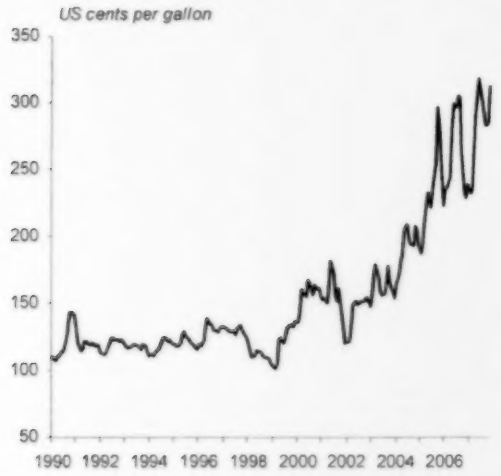
US Gasoline Prices

Another component of travel costs for US travellers is gasoline prices. Given the proximity of Canada to the US, a significant proportion of both same-day and overnight US visitors travel to BC by car. In 2006, approximately 80% of same-day and more than one-half (52%) of overnight visitors drove their vehicle into the province.

The price of gasoline in the US has been increasing rapidly since 2002 and reached record-high levels in May 2007 at US$3.18 per gallon. This was almost three times

higher than average gas prices recorded in January 2002 (US$1.21).

Average US gas prices have skyrocketed since 2002



Data Source: Energy Information Administration, US Department of Energy

Consistent with expectations, the regression results indicate that gas prices have a significant negative impact on the number of same-day and overnight entries from the US. Specifically, a one US cent increase in average gas prices would prevent 196 same-day and 124 overnight travellers from driving to BC every month.

Accommodation Costs

To measure the extent to which the cost of accommodation has an effect on the number of US entries to BC, the average room rate for BC hotels was included in the overnight regression model. If room rates are an important factor in determining whether US visitors will travel to BC, the sign on this variable should be negative. In other words, an increase in room rates would result in a reduction in the number of US visitors staying at the province's hotels.

BC's hotel room rate increased 50% from 1990 to 2006

Data Source: Pannell Kerr Forster & BC Stats

However, the results indicate that there is a statistically significant *positive* relationship between the average hotel room rate and the number of overnight entries. This result may seem counterintuitive, as this suggests that higher accommodation costs encourages more Americans to travel to BC. However, the relationship may not be causal, as a rise in entries from the US may drive accommodation prices up.

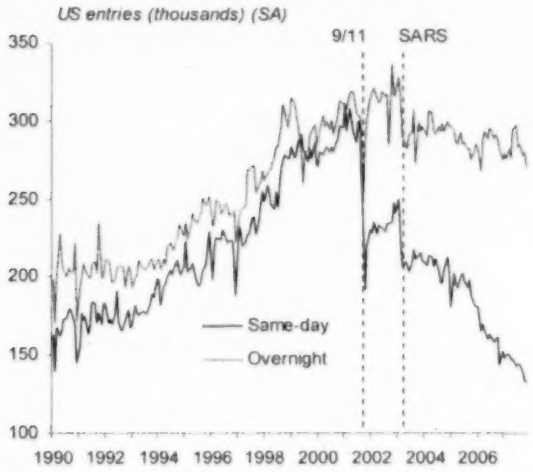
9/11 and SARS

Finally, dummy variables were included in each model to determine the effect of the September 11th terrorist attacks and the SARS outbreak that occurred in March 2003.

According to the regression results, 9/11 had a statistically significant negative impact on the number of US same-day entries to BC. In the absence of the terrorist attacks, there would have been 70,270 more US same-day visitors to the province each month since September 2001. However, the 9/11 variable did not have a statistically significant effect on the number of overnight visitors.

With respect to SARS, the coefficient on this variable was negative for both the same-day and overnight regression models. However, the strength of this relationship was not statistically significant in either case, as US visitation recovered fairly quickly following the outbreak.

A drop in US entries to BC was recorded following 9/11 and SARS



Data Source: Statistics Canada & BC Stats

Conclusion

Our research indicates that an appreciating Canadian dollar, rising fuel costs, higher airfares and 9/11 have contributed to a decline in US entries. How will these factors continue to impact the number of Americans travelling to BC?

Based on the findings of the regression analysis, the US$/CDN$ exchange rate has the most significant impact on US entries to BC. Given that the Canadian dollar is expected to remain just under the US$1.00 mark over the short term, travel to BC will remain less of a bargain for US travellers.

With respect to the cost of air travel, Delta Air Lines is considering a takeover of either Northwest Airlines or United Airlines, and Continental Airlines is also seeking a merger partner. Reduced competition in the airline industry, coupled with rising fuel costs, will put upward pressure on airfares in the US.

According to the US Department of Energy, motor gasoline prices are expected to reach record-high levels in 2008, which will likely discourage same-day travellers from driving their vehicles into BC.

Although it has been more than six years since the September 11th terrorist attacks, these events had a permanent impact on border security between Canada and the US. The extent to which more stringent security regulations, changes to passport requirements, and increased wait times at the border have affected the number of US entries to BC was not considered in this analysis. However, it is reasonable to assume that these developments will discourage Americans from travelling to the north.

Appendix: Regression Results

Dependent Variable: Same-day US Entries

Regression Statistics	
Multiple R	0.938
R Square	0.881
Adjusted R Square	0.878
Standard Error	15020.040
Observations	215

Variable	*Coefficient*	*Standard Error*	*t Stat*	*P-value*
Intercept	315606.68	22779.73	13.85	0.00
Exchange Rate	-319849.06	21571.46	-14.83	0.00
Disposable Income	8.03	0.76	10.62	0.00
Gas Prices	-196.33	66.36	-2.96	0.00
9/11	-70270.46	4276.92	-16.43	0.00

Dependent Variable: Overnight US Entries

Regression Statistics	
Multiple R	0.957
R Square	0.917
Adjusted R Square	0.914
Standard Error	11939.448
Observations	215

Variable	*Coefficient*	*Standard Error*	*t Stat*	*P-value*
Intercept	110007.15	37768.93	2.91	0.00
Exchange Rate	-178862.26	25996.55	-6.88	0.00
Disposable Income	8.76	2.38	3.68	0.00
Airfare	-172.55	101.46	-1.70	0.09
Gas Prices	-123.95	54.91	-2.26	0.03
Hotel Room Rate	1658.28	188.95	8.78	0.00
Trend	-381.92	188.34	-2.03	0.04

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Oct-06	27,753	84,474	23,928	7,328	4,730	1,930	906	5,729	156,779
Nov-06	28,163	85,810	23,701	7,243	4,928	1,967	928	6,473	159,214
Dec-06	28,405	83,186	23,813	7,672	5,046	2,035	910	5,472	156,539
Jan-07	29,664	86,249	27,668	7,521	5,018	2,069	943	5,351	164,483
Feb-07	28,123	86,487	24,455	7,780	4,991	2,072	873	4,402	159,183
Mar-07	29,170	87,604	25,195	7,792	5,040	2,256	1,001	5,285	163,344
Apr-07	29,309	87,763	25,055	7,512	4,766	2,271	986	5,539	163,202
May-07	29,179	85,993	25,154	7,906	5,104	2,203	1,125	5,741	162,405
Jun-07	29,167	86,273	25,943	8,206	4,923	2,400	979	5,979	163,869
Jul-07	29,593	84,247	25,462	8,039	4,836	2,378	1,028	5,886	161,468
Aug-07	28,466	86,057	25,583	8,157	4,988	2,462	1,064	6,036	162,813
Sep-07	29,535	87,408	25,291	8,066	4,890	2,379	1,075	5,623	164,267
Oct-07	29,095	89,974	25,309	8,349	5,293	2,403	1,096	5,413	166,932
Month-over-month growth rates									
Oct-06	2.8	2.9	1.4	2.0	-1.0	2.9	4.4	-12.5	1.8
Nov-06	1.5	1.6	-0.9	-1.2	4.2	1.9	2.5	13.0	1.6
Dec-06	0.9	-3.1	0.5	5.9	2.4	3.5	-2.0	-15.5	-1.7
Jan-07	4.4	3.7	16.2	-2.0	-0.6	1.7	3.7	-2.2	5.1
Feb-07	-5.2	0.3	-11.6	3.4	-0.5	0.2	-7.5	-17.7	-3.2
Mar-07	3.7	1.3	3.0	0.2	1.0	8.9	14.7	20.1	2.6
Apr-07	0.5	0.2	-0.6	-3.6	-5.4	0.6	-1.4	4.8	-0.1
May-07	-0.4	-2.0	0.4	5.2	7.1	-3.0	14.1	3.6	-0.5
Jun-07	0.0	0.3	3.1	3.8	-3.5	8.9	-12.9	4.1	0.9
Jul-07	1.5	-2.3	-1.9	-2.0	-1.8	-0.9	4.9	-1.6	-1.5
Aug-07	-3.8	2.1	0.5	1.5	3.1	3.5	3.5	2.6	0.8
Sep-07	3.8	1.6	-1.1	-1.1	-2.0	-3.4	1.0	-6.8	0.9
Oct-07	-1.5	2.9	0.1	3.5	8.2	1.0	1.9	-3.7	1.6

October month-over-month percent growth

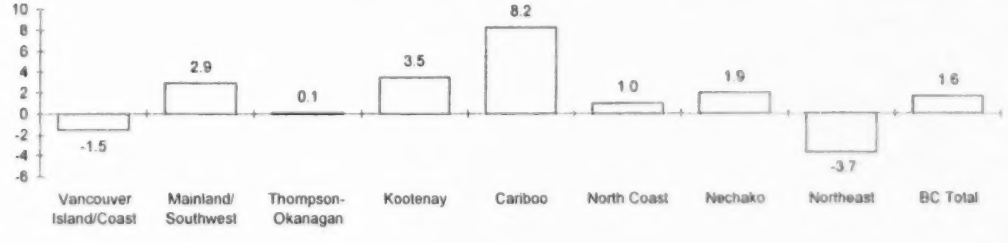


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous Incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2002	465,543	188,385	297,026	174,173	181,785	112,442	86,833
2003	437,892	180,831	297,403	174,263	181,383	119,487	95,423
2004	467,820	198,608	321,679	185,673	195,057	124,438	98,902
2005	483,529	211,406	346,496	203,087	210,872	133,422	101,283
2006	513,978	230,059	379,559	221,171	234,119	135,298	107,979
Annual growth rates							
2002	3.5	-4.6	0.9	0.7	3.1	4.9	14.7
2003	-5.9	-4.0	0.1	0.1	-0.2	6.3	9.9
2004	6.8	9.8	8.2	6.5	7.5	4.1	3.6
2005	3.4	6.4	7.7	9.4	8.1	7.2	2.4
2006	6.3	8.8	9.5	8.9	11.0	1.4	6.6
Monthly data							
Oct-06	44,094	20,497	32,810	18,965	20,047	11,569	9,652
Nov-06	44,305	20,756	33,435	19,535	20,324	11,658	9,484
Dec-06	43,860	19,867	32,966	18,820	20,583	11,426	9,795
Jan-07	45,353	20,662	33,776	19,209	22,436	11,937	10,057
Feb-07	44,940	20,683	33,858	18,765	21,224	11,693	9,959
Mar-07	44,881	21,111	34,330	19,202	20,550	12,144	10,414
Apr-07	45,117	21,017	34,614	19,691	20,660	12,253	10,030
May-07	42,858	21,483	35,032	20,515	20,260	12,313	10,267
Jun-07	43,032	20,967	35,200	20,208	20,316	12,959	10,393
Jul-07	42,228	20,788	35,384	20,039	19,457	12,310	10,386
Aug-07	43,754	20,577	35,879	20,019	19,650	12,305	10,642
Sep-07	45,682	21,175	36,253	20,086	19,594	12,149	10,488
Oct-07	46,436	21,970	36,749	20,274	19,941	11,955	10,192
Month-over-month growth rates							
Oct-06	4.9	4.8	2.3	1.9	3.8	0.2	3.5
Nov-06	0.5	1.3	1.9	3.0	1.4	0.8	-1.7
Dec-06	-1.0	-4.3	-1.4	-3.7	1.3	-2.0	3.3
Jan-07	3.4	4.0	2.5	2.1	9.0	4.5	2.7
Feb-07	-0.9	0.1	0.2	-2.3	-5.4	-2.0	-1.0
Mar-07	-0.1	2.1	1.4	2.3	-3.2	3.9	4.6
Apr-07	0.5	-0.4	0.8	2.5	0.5	0.9	-3.7
May-07	-5.0	2.2	1.2	4.2	-1.9	0.5	2.4
Jun-07	0.4	-2.4	0.5	-1.5	0.3	5.2	1.2
Jul-07	-1.9	-0.9	0.5	-0.8	-4.2	-5.0	-0.1
Aug-07	3.6	-1.0	1.4	-0.1	1.0	0.0	2.5
Sep-07	4.4	2.9	1.0	0.3	-0.3	-1.3	-1.4
Oct-07	1.7	3.8	1.4	0.9	1.8	-1.6	-2.8

October month-over-month percent growth

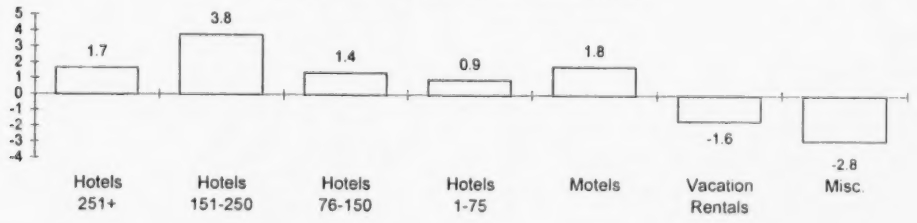


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Oct-07	YTD 07	Oct-06	YTD 06	Oct-07	Oct-06	Oct-07	Oct-06
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**13,479**	**174,655**	**1.6**	**6.5**	**161**	**-2**	**8,242**	**-51**
Total - Hotels	11,179	141,506	2.0	6.6	67	2	5,596	34
76+ Rooms	8,687	107,794	2.3	6.8	26	0	3,927	0
1-75 Rooms	2,492	33,712	1.1	6.1	41	2	1,669	34
Motels	1,129	15,581	-2.5	6.9	23	-4	1,006	-116
Vacation Rentals	252	4,569	-9.7	-12.8	29	2	328	25
19 Cowichan Valley								
Total - All accommodation types	**675**	**8,858**	**-9.4**	**10.8**	**33**	**-3**	**622**	**-40**
Motels	158	2,048	32.2	20.2	13	-3	248	-68
21 Nanaimo								
Total - All accommodation types	**3,413**	**42,237**	**15.3**	**9.6**	**67**	**3**	**2,765**	**285**
Total - Hotels	1,650	20,600	4.8	7.7	18	-1	1,095	-70
Motels	582	8,289	7.2	12.5	23	1	634	7
Vacation Rentals	1,056	11,319	41.7	10.4	21	2	742	169
23 Alberni-Clayoquot								
Total - All accommodation types	**3,101**	**44,796**	**7.4**	**12.8**	**53**	**-2**	**1,359**	**13**
Motels	236	3,992	-9.3	-1.8	18	-2	363	-50
Vacation Rentals	1,269	17,686	33.2	17.7	15	2	354	69
Miscellaneous	753	10,655	-17.9	14.5	10	-1	197	-7
25 Comox-Strathcona								
Total - All accommodation types	**2,274**	**35,276**	**6.4**	**11.7**	**66**	**5**	**1,761**	**77**
Fishing lodges	165	6,352	13.4	6.1	11	1	262	13
Total - Hotels	794	10,305	12.5	21.0	11	1	534	38
Motels	604	7,972	-5.0	11.4	22	0	623	0
Vacation Rentals	148	4,497	1.4	19.9	16	3	190	30
27 Powell River								
Total - All accommodation types	**321**	**4,511**	**-34.2**	**6.7**	**19**	**0**	**398**	**-8**
43 Mount Waddington								
Total - All accommodation types	**465**	**6,863**	**21.8**	**15.4**	**18**	**-3**	**487**	**-150**
45 Central Coast								
Total - All accommodation types	**240**	**2,079**	**0.5**	**6.2**	**10**	**1**	**151**	**19**
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**3,707**	**40,372**	**4.3**	**5.2**	**68**	**1**	**2,417**	**28**
Total - Hotels	2,596	27,896	0.1	3.1	17	-1	1,336	-26
Motels	802	8,810	15.8	9.1	35	1	908	42
15 Greater Vancouver								
Total - All accommodation types	**63,979**	**691,824**	**9.0**	**4.2**	**226**	**-5**	**25,633**	**-672**
Total - Hotels	61,701	653,692	9.2	4.5	160	-3	22,827	-483
251+ Rooms	32,536	328,256	7.9	-0.2	22	-1	8,940	-312
151-250 Rooms	12,467	134,466	10.9	11.1	26	-1	5,061	-113
76-150 Rooms	12,409	138,259	11.8	8.0	54	0	5,824	0
1-75 Rooms	4,289	52,711	7.7	10.3	58	-1	3,002	-58
Motels	1,426	18,310	-2.0	4.8	31	-2	1,370	-111
Vacation Rentals	393	9,308	6.3	13.5	14	-3	517	-103
29 Sunshine Coast								
Total - All accommodation types	**437**	**6,062**	**3.4**	**17.8**	**17**	**1**	**344**	**23**
31 Squamish-Lillooet								
Total - All accommodation types	**5,288**	**168,980**	**-1.5**	**17.0**	**79**	**-15**	**5,558**	**-1,846**
Total - Hotels	4,742	141,953	1.2	15.0	34	-12	4,354	-1,333
76+ Rooms	4,295	132,646	1.2	15.7	20	-7	3,895	-1,115
1-75 Rooms	447	9,307	0.6	5.5	14	-5	459	-218
Motels	257	1,967	2.7	21.4	10	0	242	0
Vacation Rentals	193	20,397	-38.9	31.2	23	-3	770	-447

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Oct-07	YTD 07	Oct-06	YTD 06	Oct-07	Oct-06	Oct-07	Oct-06
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**2,907**	**50,383**	**7.8**	**10.9**	**98**	**3**	**2,888**	**40**
Total - Hotels	1,425	22,962	4.3	8.2	15	0	1,086	12
Motels	1,138	19,859	5.7	7.5	61	0	1,524	15
Miscellaneous	268	4,063	36.3	61.6	13	3	140	18
33 Thompson-Nicola								
Total - All accommodation types	**5,000**	**69,444**	**1.6**	**7.0**	**140**	**-12**	**5,236**	**-430**
Total - Hotels	2,583	32,453	6.2	10.3	30	-3	2,011	-147
76+ Rooms	2,270	27,243	15.9	15.5	13	1	1,475	87
1-75 Rooms	313	5,211	-33.8	-10.7	17	-4	536	-234
Motels	1,930	22,617	-1.4	2.6	72	-5	2,155	-152
Vacation Rentals	130	7,407	-16.6	2.8	15	-1	387	-85
35 Central Okanagan								
Total - All accommodation types	**5,893**	**85,134**	**7.4**	**17.8**	**55**	**-1**	**3,518**	**40**
Total - Hotels	4,391	54,219	5.7	13.6	18	0	1,782	76
Motels	955	13,022	8.5	3.9	19	-1	894	-22
Vacation Rentals	241	12,504	-0.8	33.8	14	0	492	-14
37 North Okanagan								
Total - All accommodation types	**1,392**	**22,703**	**3.0**	**11.2**	**39**	**1**	**1,478**	**-2**
Total - Hotels	811	11,775	-0.8	-0.1	12	1	865	20
Motels	518	6,897	10.0	5.8	17	-1	544	-42
39 Columbia-Shuswap								
Total - All accommodation types	**2,816**	**49,292**	**3.6**	**13.1**	**91**	**-1**	**3,371**	**28**
Total - Hotels	1,329	19,923	4.5	15.1	20	0	1,320	7
Motels	1,270	18,758	-1.4	9.3	43	0	1,544	4
Miscellaneous	165	6,565	72.0	22.8	18	-1	370	17
Kootenay								
01 East Kootenay								
Total - All accommodation types	**3,200**	**55,218**	**5.9**	**13.1**	**104**	**-5**	**4,320**	**83**
Total - Hotels	1,466	21,005	25.1	29.8	30	1	1,771	183
76+ Rooms	1,023	14,479	34.1	37.1	11	2	1,067	197
1-75 Rooms	444	6,526	8.4	16.0	19	-1	704	-14
Motels	817	10,209	-0.9	4.2	37	-7	803	-168
Vacation Rentals	207	12,348	16.5	10.9	15	-1	1,008	23
03 Central Kootenay								
Total - All accommodation types	**2,045**	**22,658**	**26.3**	**12.7**	**69**	**0**	**1,506**	**-48**
Total - Hotels	1,168	11,889	21.2	11.5	15	0	723	-6
Motels	602	5,684	53.2	14.7	26	0	500	-6
Vacation Rentals	184	2,375	-11.2	16.1	15	0	119	-3
05 Kootenay Boundary								
Total - All accommodation types	**689**	**7,836**	**34.5**	**15.9**	**29**	**-3**	**644**	**-36**
Motels	347	3,544	14.2	2.9	20	-3	397	-35
Cariboo								
41 Cariboo								
Total - All accommodation types	**1,675**	**18,826**	**-4.2**	**3.0**	**74**	**-7**	**1,770**	**-130**
Total - Hotels	475	5,374	-10.6	1.5	10	0	466	-45
Motels	1,001	9,819	3.6	4.9	31	-5	965	-78
Vacation Rentals	42	1,085	-25.2	-1.8	14	-4	157	-46
53 Fraser-Fort George								
Total - All accommodation types	**3,728**	**34,097**	**20.9**	**8.4**	**54**	**0**	**2,544**	**47**
Total - Hotels	2,840	24,392	24.4	9.4	19	1	1,521	74
Motels	809	8,556	11.8	5.8	27	-1	952	-23

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Oct-07	YTD 07	Oct-06	YTD 06	Oct-07	Oct-06	Oct-07	Oct-06
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**732**	**16,086**	**30.9**	**36.6**	**31**	**2**	**984**	**8**
Total - Hotels	535	7,170	45.8	32.9	11	-1	580	-23
Motels	151	2,691	5.3	31.0	10	10	323	-5
49 Kitimat-Stikine								
Total - All accommodation types	**992**	**9,840**	**19.1**	**21.0**	**38**	**2**	**864**	**36**
Motels	431	3,880	37.6	37.8	19	2	435	37
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**1,363**	**10,905**	**25.4**	**19.1**	**50**	**-4**	**1,115**	**-11**
Fishing lodges	157	634	-10.5	-0.6	11	-4	80	-17
Motels	672	5,858	21.4	11.1	22	1	613	17
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**5,513**	**57,614**	**-6.0**	**-7.3**	**68**	**1**	**3,500**	**254**
Total - Hotels	3,702	32,670	37.6	14.9	29	4	2,144	467
Motels	1,229	16,472	-41.0	-23.5	30	-3	877	-157

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Oct-07	YTD 07	Oct-06	YTD 06	Oct-07	Oct-06	Oct-07	Oct-06
Vancouver Island/Coast	**23,968**	**319,276**	**3.7**	**8.6**	**427**	**-1**	**15,785**	**145**
Victoria (C)	11,193	140,684	2.8	7.2	81	-3	5,811	1
Other CRD	1,491	24,078	-13.2	-0.9	67	-3	2,031	-143
Nanaimo (C)	1,963	22,831	13.5	14.3	23	1	1,410	180
Port Alberni (C)	331	4,516	-5.3	8.5	12	-1	366	-5
Courtenay (C)	833	10,505	17.8	16.6	11	0	436	29
Rest of Development Region	8,157	116,662	5.6	10.8	244	5	5,731	83
Mainland/Southwest	**73,411**	**907,238**	**7.9**	**6.5**	**390**	**-18**	**33,952**	**-2,467**
Downtown Vancouver (C)	40,190	422,353	7.8	1.3	79	-4	12,499	-573
Other Vancouver (C)	2,918	42,880	3.9	9.6	34	1	2,879	6
Richmond (C)	10,822	112,961	11.6	7.9	23	-1	4,079	-25
Burnaby (C)	2,385	26,961	14.0	9.9	10	0	1,321	75
Other GVRD	7,665	86,635	12.9	10.1	79	-2	4,837	-98
Whistler (DM)	4,408	160,010	-5.0	16.6	49	-17	4,778	-1,902
Rest of Development Region	5,024	55,438	6.8	9.3	116	5	3,559	50
Thompson/Okanagan	**18,007**	**276,956**	**4.9**	**12.3**	**424**	**-10**	**16,501**	**-324**
Penticton (C)	1,811	26,534	7.1	6.4	38	0	1,548	0
Kamloops (C)	3,644	50,991	7.0	7.9	64	-4	3,732	-215
Kelowna (C)	5,191	74,454	8.3	15.6	43	-1	2,862	147
Vernon (C)	1,237	21,168	3.7	12.4	27	1	1,321	4
Revelstoke (C)	1,121	16,559	16.5	13.0	28	-1	1,256	10
Rest of Development Region	5,003	87,250	-2.3	14.0	224	-5	5,782	-270
Kootenay	**5,934**	**85,711**	**15.1**	**13.2**	**202**	**-8**	**6,470**	**-1**
Cranbrook (C)	999	10,073	25.2	23.6	18	1	881	109
Nelson (C)	624	7,467	23.3	13.6	13	-1	444	-45
Rest of Development Region	4,312	68,170	12.0	11.8	184	-9	5,589	-110
Cariboo	**5,403**	**52,924**	**11.8**	**6.4**	**128**	**-7**	**4,314**	**-83**
Quesnel (C)	343	3,502	-5.5	0.0	11	-1	400	-43
Williams Lake (C)	575	5,554	8.7	9.1	11	0	536	0
Prince George (C)	2,988	25,078	23.6	7.9	28	0	1,797	54
Rest of Development Region	1,498	18,789	-1.6	5.0	78	-6	1,581	-94
North Coast	**1,724**	**25,926**	**23.9**	**30.2**	**69**	**4**	**1,848**	**44**
Prince Rupert (C)	631	8,272	42.5	31.5	17	0	785	1
Terrace (C)	620	5,504	22.6	17.7	15	3	433	25
Rest of Development Region	474	12,150	6.8	35.9	37	1	630	18
Nechako	**1,363**	**10,905**	**25.4**	**19.1**	**50**	**-4**	**1,115**	**-11**
Smithers (T)	769	5,694	42.6	30.3	17	-2	449	-13
Rest of Development Region	595	5,211	8.6	8.8	33	-2	666	204
Northeast	**5,513**	**57,614**	**-6.0**	**-7.3**	**68**	**1**	**3,500**	**254**
Dawson Creek (C)	1,417	10,124	43.4	-3.7	16	1	649	93
Fort St. John (C)	1,655	20,187	-28.4	-15.2	14	-3	981	-125
Rest of Development Region	2,442	27,303	-4.9	-1.9	38	3	1,870	286

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Oct-06	23,109	68,031	17,168	5,154	4,832	1,392	1,087	5,866	126,638
Nov-06	15,554	55,638	10,841	3,207	3,627	1,168	706	5,946	96,687
Dec-06	15,200	70,266	15,541	6,169	3,252	851	539	4,530	116,348
Jan-07	13,239	72,744	18,088	6,960	3,150	861	588	5,703	121,333
Feb-07	16,124	80,190	18,857	8,879	3,369	1,226	600	6,077	135,322
Mar-07	22,176	90,348	22,389	8,757	4,367	1,520	833	7,459	157,848
Apr-07	23,977	72,645	16,745	5,370	4,220	1,338	673	4,772	129,740
May-07	31,697	86,523	24,389	6,441	5,532	2,112	1,066	4,009	161,769
Jun-07	38,098	102,853	30,738	7,940	6,000	4,190	1,224	5,588	196,631
Jul-07	51,836	109,816	45,393	12,379	7,056	4,762	1,405	6,232	238,880
Aug-07	56,316	119,436	51,835	13,629	7,410	4,819	1,574	6,401	261,420
Sep-07	41,844	99,272	30,515	9,423	6,416	3,374	1,578	5,860	198,283
Oct-07	23,968	73,411	18,007	5,934	5,403	1,724	1,363	5,513	135,325
Year-over-year percent changes									
Oct-06	15.6	11.8	16.6	10.7	10.0	21.1	15.8	-4.5	12.2
Nov-06	3.9	2.1	6.8	6.1	8.7	16.1	8.1	22.9	4.6
Dec-06	3.3	4.1	7.4	18.3	6.9	22.7	3.1	-1.0	5.1
Jan-07	11.0	12.4	24.1	7.0	10.2	24.1	13.3	4.6	13.1
Feb-07	4.0	15.0	11.8	18.3	10.5	13.5	0.4	-3.5	12.2
Mar-07	11.9	13.7	18.9	15.3	8.8	31.7	21.3	-5.1	13.2
Apr-07	9.9	11.2	10.4	6.8	0.1	29.3	23.2	-7.8	9.7
May-07	9.3	4.6	13.0	12.3	9.6	19.6	32.0	-13.1	6.9
Jun-07	8.6	1.3	16.9	18.9	6.6	35.3	10.7	-9.8	5.9
Jul-07	11.1	-1.2	9.8	13.2	2.1	32.2	15.1	-11.6	4.4
Aug-07	6.6	3.4	11.0	12.9	7.5	40.9	22.6	-7.9	6.4
Sep-07	9.5	6.1	8.6	10.9	2.2	26.4	21.0	-12.6	7.0
Oct-07	3.7	7.9	4.9	15.1	11.8	23.9	25.4	-6.0	6.9

October year-over-year percent change

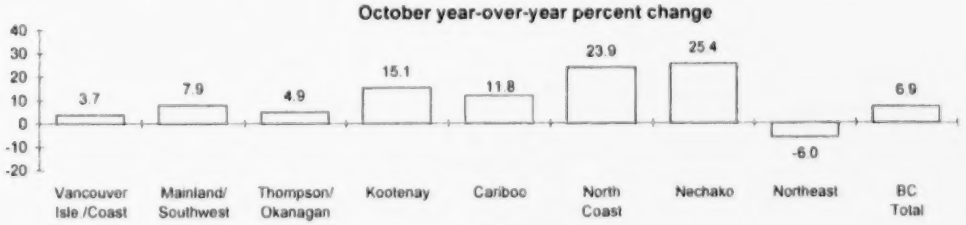


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2002	7,970.8	6,595.9	2,808.1	3,787.8	1,374.9	764.0	411.8	118.0
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
Annual percent changes								
2002	-4.1	-4.3	-13.8	4.2	-3.0	4.4	-11.7	-10.5
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
Monthly data								
Nov-06	560	437	145	292	123	59	42	13
Dec-06	561	436	153	283	125	61	41	13
Jan-07	569	444	154	290	126	60	43	13
Feb-07	564	438	151	287	126	59	44	13
Mar-07	560	434	153	281	126	59	43	14
Apr-07	553	429	147	282	124	58	42	14
May-07	562	434	146	288	127	58	43	15
Jun-07	556	427	143	284	128	58	45	15
Jul-07	522	395	138	257	127	59	44	14
Aug-07	542	415	140	274	127	59	44	14
Sep-07	543	416	139	277	127	59	45	15
Oct-07	540	419	135	284	120	54	41	15
Nov-07	545	420	139	281	126	58	40	16
Month-over-month growth rates								
Nov-06	-2.2	-3.1	-8.2	-0.3	1.2	-0.1	2.3	0.1
Dec-06	0.3	-0.1	5.8	-3.0	1.6	3.3	-2.3	5.8
Jan-07	1.4	1.7	0.5	2.4	0.4	-2.6	6.0	-3.0
Feb-07	-1.0	-1.3	-2.2	-0.9	0.4	-1.2	1.6	1.9
Mar-07	-0.7	-1.0	1.4	-2.2	0.2	0.6	-2.1	4.1
Apr-07	-1.3	-1.1	-3.5	0.3	-2.0	-2.8	-2.2	3.9
May-07	1.6	1.2	-0.7	2.2	2.9	0.4	3.6	6.7
Jun-07	-1.1	-1.6	-2.4	-1.2	0.8	0.1	3.7	-3.7
Jul-07	-6.1	-7.7	-3.4	-9.8	-0.7	2.1	-1.3	-2.7
Aug-07	3.8	5.1	1.7	6.9	-0.3	-0.8	-0.4	1.5
Sep-07	0.3	0.2	-1.3	1.0	0.3	-0.2	1.0	0.8
Oct-07	-0.6	0.8	-2.5	2.5	-5.4	-7.6	-8.0	2.6
Nov-07	1.1	0.1	2.5	-1.0	4.2	6.6	-1.9	8.0

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2002	14,877	7,422	3,855	3,600	1,102	8,272	21,540	2,530
2003	14,322	7,267	3,814	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,986	3,965	3,775	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,107	3,965	1,319	8,539	21,791	2,635
2006	16,929	8,712	4,257	3,959	1,390	8,530	21,689	2,601
Annual growth rates								
2002	-3.9	-5.7	-3.6	-0.2	-4.9	2.1	1.1	2.8
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.7	-0.1	5.4	-0.1	-0.5	-1.3
Monthly data								
Nov-06	1,424	724	365	335	116	665	1,710	198
Dec-06	1,440	728	380	332	113	705	1,781	190
Jan-07	1,438	740	372	326	119	719	1,837	221
Feb-07	1,425	728	357	340	118	711	1,804	222
Mar-07	1,449	739	365	346	122	716	1,812	232
Apr-07	1,462	767	363	332	123	705	1,802	229
May-07	1,441	749	357	336	125	714	1,811	226
Jun-07	1,447	748	360	339	121	719	1,826	230
Jul-07	1,437	740	350	348	124	716	1,813	227
Aug-07	1,457	753	358	346	126	712	1,807	235
Sep-07	1,469	762	361	346	126	719	1,817	230
Oct-07	1,466	767	361	338	128	713	1,797	233
Nov-07	1,526	790	372	365	129	725	1,834	248
Month-over-month growth rates								
Nov-06	0.3	0.4	-1.2	1.9	-1.6	-8.9	-7.2	-17.8
Dec-06	1.1	0.6	4.3	-1.1	-2.9	6.0	4.2	-4.5
Jan-07	-0.1	1.7	-2.1	-1.7	5.7	2.0	3.2	16.3
Feb-07	-1.0	-1.6	-4.2	4.4	-1.0	-1.1	-1.8	0.7
Mar-07	1.7	1.5	2.4	1.5	3.0	0.7	0.4	4.4
Apr-07	0.8	3.8	-0.6	-3.9	0.9	-1.6	-0.6	-1.4
May-07	-1.4	-2.3	-1.8	1.2	1.5	1.3	0.5	-1.4
Jun-07	0.4	-0.1	1.0	1.0	-2.6	0.6	0.8	2.1
Jul-07	-0.7	-1.1	-2.8	2.5	2.4	-0.4	-0.7	-1.4
Aug-07	1.4	1.8	2.4	-0.5	1.0	-0.5	-0.4	3.6
Sep-07	0.8	1.2	0.8	0.0	-0.1	1.0	0.6	-2.2
Oct-07	-0.2	0.6	-0.1	-2.3	1.8	-0.9	-1.1	1.1
Nov-07	4.1	3.0	2.9	8.0	0.9	1.7	2.1	6.7

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)					Hotel Industry[2]		Consumer Price Index[1]	
	Total tourism related	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data									
2002	196.7	13.1	31.6	120.0	32.0	58.9	117.0	100.0	100.0
2003	201.4	13.1	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	205.7	12.9	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	210.5	13.1	32.9	128.8	35.7	63.9	116.3	80.0	106.6
2006	221.9	13.6	35.2	135.1	37.9	65.7	122.1	77.5	109.3
Annual Growth Rates									
2002	0.7	-8.7	1.0	1.5	1.5	-0.4	0.7	-6.9	3.4
2003	2.4	0.1	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	2.1	-1.5	0.1	1.5	7.8	3.0	1.7	-8.4	1.8
2005	2.4	1.4	4.5	2.4	0.8	2.7	0.5	-3.0	2.9
2006	5.4	4.2	6.9	4.9	6.3	1.8	5.0	-3.2	2.5
Monthly data									
Nov-06	230.3	13.9	35.8	141.6	38.9	66.7	124.60	78.4	111.8
Dec-06	227.5	13.8	35.5	139.2	39.0	66.4	123.90	78.8	112.0
Jan-07	226.7	13.9	35.2	138.9	38.6	67.5	126.30	79.5	111.5
Feb-07	227.9	13.7	35.2	139.8	39.2	66.8	127.00	80.8	111.1
Mar-07	228.3	13.8	35.4	140.1	39.0	66.7	128.30	80.7	110.9
Apr-07	228.5	13.8	35.7	140.2	38.8	66.9	128.30	81.2	111.0
May-07	229.1	13.8	35.5	140.5	39.3	66.9	128.10	81.2	111.1
Jun-07	230.3	13.9	35.5	141.8	39.1	66.8	127.80	79.0	111.6
Jul-07	229.7	14.0	35.5	141.1	39.1	66.2	128.20	80.9	113.1
Aug-07	229.4	13.7	35.3	141.4	39.0	66.4	129.10	81.2	113.2
Sep-07	231.1	13.7	35.9	142.2	39.2	67.3	130.30	80.8	113.1
Oct-07	231.5	13.6	35.9	142.5	39.5	67.8	132.10	81.4	113.1
Nov-07	231.6	13.6	36.7	142.0	39.3	68.1	132.00	82.5	113.0
Month-over-month growth rates									
Nov-06	2.5	0.7	0.3	3.2	2.6	-0.2	0.7	-0.1	2.4
Dec-06	-1.2	-0.9	-0.9	-1.7	0.2	-0.3	-0.6	0.5	0.2
Jan-07	-0.4	0.7	-0.7	-0.2	-0.8	1.1	1.9	0.9	-0.4
Feb-07	0.5	-1.1	-0.3	0.7	1.3	-0.7	0.6	1.6	-0.4
Mar-07	0.2	0.3	0.7	0.2	-0.5	-0.1	1.0	-0.1	-0.2
Apr-07	0.1	0.1	0.7	0.1	-0.3	0.2	0.0	0.6	0.1
May-07	0.2	-0.1	-0.4	0.2	1.2	0.0	-0.2	0.0	0.1
Jun-07	0.5	0.8	-0.1	0.9	-0.4	-0.1	-0.2	-2.7	0.6
Jul-07	-0.3	0.7	-0.1	-0.5	-0.2	-0.6	0.3	2.4	1.2
Aug-07	-0.1	-2.3	-0.6	0.2	-0.1	0.2	0.7	0.4	0.1
Sep-07	0.7	0.1	1.9	0.6	0.5	0.9	0.9	-0.5	-0.1
Oct-07	0.2	-0.8	-0.1	0.2	0.6	0.5	1.4	0.7	0.0
Nov-07	0.0	-0.1	2.2	-0.4	-0.3	0.3	-0.1	1.4	-0.1

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change. [4]No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places[1]					
	Receipts ($ million)					
	BC[2]			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2002	6,066.4	529.6	5,536.8	38,020.9	2,500.9	35,520.0
2003	6,318.0	567.7	5,750.3	38,569.6	2,516.8	36,052.8
2004	6,686.9	604.0	6,082.9	40,409.0	2,595.0	37,814.1
2005	6,888.8	554.4	6,334.4	41,817.7	2,577.3	39,240.4
2006	7,371.0	436.3	6,934.6	44,218.3	2,464.6	41,753.7
Annual growth rates						
2002	2.1	2.4	2.0	3.1	0.3	3.3
2003	4.1	7.2	3.9	1.4	0.6	1.5
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	-8.2	4.1	3.5	-0.7	3.8
2006	7.0	-21.3	9.5	5.7	-4.4	6.4
Monthly data						
Nov-06	609	32	580	3,711	204	3,507
Dec-06	629	37	592	3,873	213	3,660
Jan-07	634	34	596	3,803	203	3,601
Feb-07	641	32	596	3,756	194	3,563
Mar-07	636	38	595	3,777	201	3,576
Apr-07	625	35	590	3,722	199	3,523
May-07	631	37	597	3,767	200	3,567
Jun-07	626	38	591	3,778	202	3,576
Jul-07	621	42	582	3,783	205	3,578
Aug-07	633	42	598	3,778	204	3,573
Sep-07	639	42	600	3,870	203	3,667
Oct-07	651	44	611	3,906	199	3,707
Nov-07	663	46	616	3,941	198	3,744
Month-over-month growth rates						
Nov-06	-0.7	-7.1	-0.7	0.3	-0.7	0.4
Dec-06	3.2	16.9	2.0	4.4	4.4	4.4
Jan-07	0.9	-9.9	0.7	-1.8	-4.7	-1.6
Feb-07	1.0	-6.0	0.0	-1.2	-4.5	-1.1
Mar-07	-0.8	21.0	-0.2	0.6	3.7	0.4
Apr-07	-1.6	-8.5	-0.8	-1.5	-0.9	-1.5
May-07	0.9	4.6	1.2	1.2	0.7	1.3
Jun-07	-0.8	4.9	-1.1	0.3	0.8	0.2
Jul-07	-0.7	9.5	-1.5	0.1	1.5	0.1
Aug-07	1.9	-1.1	2.8	-0.1	-0.1	-0.1
Sep-07	0.9	1.0	0.4	2.5	-0.7	2.6
Oct-07	1.8	4.5	1.9	0.9	-1.9	1.1
Nov-07	1.9	5.5	0.8	0.9	-0.6	1.0

[1]Source: Statistics Canada & BC Stats

[2]Seasonally adjusted totals are calculated by Statistics Canada. Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Note: Data presented in this table are based on Statistics Canada's Monthly Survey of Food Services and Drinking Places, which replaces the Monthly Restaurants, Caterers and Taverns Survey.

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges – All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals – Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous – Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

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